

**PARTICIPATORY MARKET CHAIN APPROACH
DEVELOPING PARTNERSHIPS FOR NEW BUSINESS OPPORTUNITIES
ORGANIC FRUITS FOR EXPORT BUSINESS GROUP (OFEBG)**

COMPENDIUM OF MINUTES OF ALL MEETINGS HELD

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1. MINUTES OF THE ORGANIC FRUITS FOR EXPORT MEETING HELD ON THURSDAY 3RD DECEMBER 2020 IN ZOOM (ONLINE PLATFORM)

Stakeholders Present

Name	Organization	Role in the value Chain	Contact
Lawrence Gitonga	KOAN	Facilitator	0723669212
Clement Adongo	KOAN	Facilitator	0718062479
Samuel Ndung'u	KOAN	Supporting Actor	0721949546
Edwin Gitaari	Olivado EPZ	Processor	0722157345
Andreas Wesselmann	Africrops!	PMCA Team/Processor	+491754189838
Moses Muiruri	SAMAWAKAMA FCS	Producer	0722226715
John Kamande	SAMAWAKAMA FCS	Producer	0720211777
Andrew Kinyanjui	SAMAWAKAMA FCS	Producer	0721156414
Paul Mbugua	SAMAWAKAMA FCS	Producer	0712143601
Margaret Ndung'u	SAMAWAKAMA FCS	Producer	0721264669
Samuel Maina	Murang'a Organic FCS	Producer	0724919924

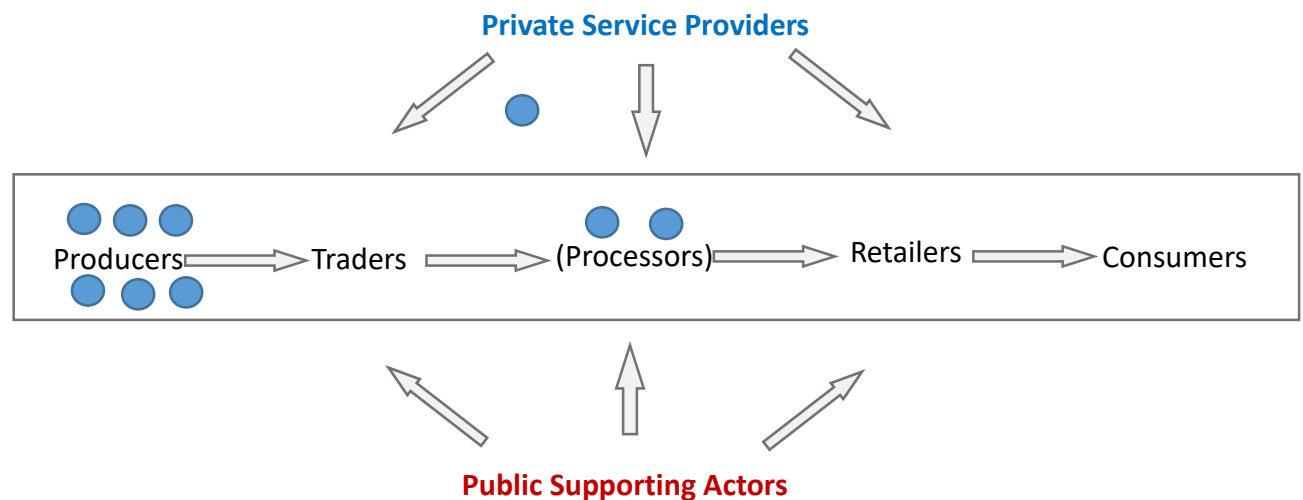
Min 1/OFEBG/03-12-2020 Objectives

1. Formation of Organic Fruits for Export Business group (OFEBG), with interested stakeholders within the value chain of organic fruits for export.
2. Discuss market opportunities related to our group (Organic Fruits for Export).
3. Come up with strategies on how we will be able to meet as a group and capitalize on the opportunities.

Min 2/OFEBG/03-12-2020 Introduction

Each participant introduced him/herself and the role they play along the organic fruits for export value chain. Below is a summary of the stakeholders in the meeting.

Stakeholder	No of stakeholders in the meeting
Producers	6
Processors	2
Supporting Actors	1



Key crop of interest that emerged from the discussion was organic avocado.

Min 3/OFEBG/03-12-2020 Challenges presented within the Organic Avocado chain

Producers

- Limited access to production and Harvesting technologies to ensure good quality organic avocados.
- Lack of capital to participate in export markets and therefore rely on the exporters to sale on their behalf. Some of the buyers who are mostly middlemen have led to exploitation of farmers.
- Unreliable market and limited market information.
- Low prices

Processors

- Breach of contract by farmers who sell to middlemen.
- Use of inputs not recommended in the organic production
- Inadequate support from the relevant stakeholders within the Avocado value chain.
- High operation cost of coordinating and recruiting producers. KOAN offered to support in coordination, recruitment, advocating and capacity building among others.
- Limited support from regulatory bodies such as Horticultural Crops Directorate (HCD), Ministry of Agriculture (MOA) and County government.

Min 4/OFEBG/03-12-2020 Market Opportunities.

Olivado EPZ a processor and exporter of avocado stated that the current demand for organic Avocado is high and as a company they are not able to meet the demand for organic fresh Avocado and oil.

Identify opportunities within the Organic Avocado value chain;

- a. Fresh Organic Avocado
- b. Organic Avocado Oil.

Min 5/OFEBG/03-12-2020 Way forward

- i. Have several meetings within the period of December to February
- ii. Identify other stakeholders within the Avocado value chain and add them to our discussions.
- iii. Identify other business opportunity within organic for export and engage relevant stakeholders.
- iv. Develop a business model to interact and collaborate to promote good and long lasting business relationship.
- v. Build up trust among the stakeholders.

**Prepared by
Clement Adongo Rurinja**

2. MINUTES OF THE ORGANIC FRUITS FOR EXPORT MEETING HELD ON MONDAY 11TH JANUARY 2021 IN ZOOM (ONLINE PLATFORM) AT 12.00PM (EAST AFRICAN TIME)

PRESENT

Name	Organization	Role in the value Chain	Contact
Lawrence Gitonga	KOAN	Facilitator	0723669212
Clement Adongo	KOAN	Facilitator	0718062479
Emma Njoki	KOAN	Facilitator	0727883138
Martin Njoroge	KOAN	Facilitator	0725295437
Edwin Gitaari	Olivado EPZ	Processor	0722157345
Andreas Wesselmann	Africrops!	PMCA Team/Processor	+491754189838
John Kamande	SAMAWAKAMA FCS	Producer	0720211777
Samuel Maina	Kangari Farmer	Producer	0724919924
Dr. Irene Kadzere	Fibl	PMCA Coordinator	0722157345

Apology

Name	Organization	Role in the value Chain	Contact
James Mureithi	Control Union	Private Supporting Actors	0722570823
Mary Karani	Hermes investment	Private Supporting Actors	0700001910

Min 6/OFEBG/11-01-2021 Preliminaries

Meeting started at 12:08pm East African Time (EAT) by a word of prayer from the group facilitator Clement Rurinja. All members present were requested to introduce themselves.

Min 7/ OFEBG/11-01-2021 Reading of previous minutes

Minutes from the previous meeting held on 3/12/2020 were read by Clement.

Min 8/ OFEBG/11-01-2021 Update Stakeholders engagements

Since organic fruits for export group was formed on 3/12/2020 there has been several engagement between the organic farmers (SabaSaba and Kangari Farmers) and Olivado EPZ who is a processor. The engagement done so far is in organic avocado for export.

Update from Lawrence Gitonga

On 11th December 2020 Millicent and Alex (Olivado EPZ staffs) met with Duncan Ndirangu (Organic Agriculture Center of Kenya), Lawrence Gitonga (Facilitator) and Samuel Maina (Producer Representative). The following were discussed;

- a. Mapping of organic Avocado farmers in Kangari.
- b. How to contract organic Avocado farmers.

Update from John Kamande

- a. Farmers from SABASABA FARMERS had a discussion with Olivado on recommended organic practices that are allowed in Avocado production.
- b. How to contract the organic avocado farmers

Update from Edwin Gitaari

Since 3rd December 2020 Olivado has engaged both farmers from Kangari and Saba. Edwin stated there is a demand for organic avocado and currently they are not meeting the demand. The company needs to contract more organic farmers to meet the current demand. He indicated there is a need to fast track the process of contracts since the avocado season starts from March to enable proper planning.

Questions and Reactions

Andreas: What type of certification are we talking about?

Irene: Who is supporting the farmers from Kangari and Saba with organic information?

Reactions

Martin from KOAN shade some light regarding certification. For local market the certification can be done by KOAN but for Export market we have to involve third part certification.

Andreas from Africrops! Offered to support with information and experiences in the certification process and marketing in the export field.

Edwin from Olivado mention that if the farmers are contracted with the company it's easy for them to be certified against European, Japanese and North America organic standards. Edwin requested farmers to be proactive in their engagement.

Ndirangu from OACK pledge the support from their organization to capacity build both the farmers from Kangari and Saba.

Min 9/ OFEBG/11-01-2021 Next Meeting

Members agreed on having a physical meeting on 15th January 2021 in WAKAS Demonstration farm (Saba Saba) at 11am.

Min 10/ OFEBG/11-01-2021 Way Forward

Farmers to come with statistic of the volume they can be able to supply in the avocado value chain.

Min 11/ OFEBG/11-01-2021 Adjournment

Meeting ended with a word of prayer by Emma Njoki at 13:16pm E.A.T.

Complied by

Clement Rurinja (Facilitator)

3. MINUTES OF THE ORGANIC FRUITS FOR EXPORT MEETING HELD ON FRIDAY 15TH JANUARY 2021 AT WAKAS DEMONSTRATION FARM (SABASABA FARMERS, SABASABA) AT 11.30AM (EAST AFRICAN TIME).

PRESENT

Name	Organization	Role in the value Chain	Contact
Lawrence Gitonga	KOAN	Facilitator	0723669212
Clement Adongo	KOAN	Facilitator	0718062479
Duncan Ndirangu	OACK	Service provider	0728064783
Martin Njoroge	KOAN	Facilitator	0725295437
Peter M	Olivado EPZ	Processor	0722820199
Andreas Wesselmann	Africrops!	PMCA Team/Processor	+491754189838
John Kamande	SabaSaba Farmer	Producer	0720211777
Samuel Maina	Kangari Farmer	Producer	0724919924
DR. Irene Kadzere	Fibl	PMCA Coordinator	0722157345
Joseph Ngure	Kangari Farmer	Producer	0720984221
Ezekiel Murira	SabaSaba Farmer	Producer	0722313862
Crescens Mbatia	Kangari Farmer	Producer	0722841411
Boniface Murigi	SabaSaba Farmer	Producer	0721455842
Moses Ngugi	SabaSaba Farmer	Producer	0722226715
Joseph Mbogo	Kangari Farmer	Producer	0711730577
Dr. Cohen Machoka	Hermes investment	Private Supporting Actors	0713139852
Mary Karani	Hermes investment	Private Supporting Actors	0700001910
Vivian Tabitha	SabaSaba Farmer	Producer	0758668456
Margaret Ndung'u	SabaSaba Farmer	Producer	0721264669
James Mureithi	Control Union	Private Supporting Actors	0722570823

Min 12/ OFEBG/15-01-2021 Preliminaries

Meeting started at 11:30 am East African Time (EAT) by a word of prayer from a member of SabaSaba Farmers group Margaret Ndung'u. Mr. Clement Rurinja (facilitator) requested all members to introduce themselves.

Min 13/ OFEBG/15-01-2021 Stakeholders Updates

Since organic fruits for export group was formed on 3/12/2020 there has been several engagement between the organic farmers (SABASABA and Kangari farmers) and Olivado EPZ who is a processor. Mr. Peter from Olivado informed the members that they deal with 3,500 farmers from 5 counties. Currently the supply of avocados from already contracted farmers is less than the demand required from the 32 countries in the world where they export. He mentioned that 85% of their fresh avocados and oils is for export.

Irene Kadzere from FiBL gave a brief overview on how the farmers have been identified from the PROECO project which looked at productivity, profitability and sustainability. She further said that Marketing of organic products was among the challenges which led to the inception of Participatory Market Chain Approach (PMCA).

One on one engagement among the farmers and stakeholders along the organic fruits for export will go a long way in bridging the marketing gap. Three thematic groups were formed to foresee the market development which are;

1. Organic fruits and vegetables for local market
2. Organic fruits for export
3. Organic herbs and spices.

Update from Peter, Olivado

Olivado updated on organic avocado farmers' recruitment process. The process is as follows;

- Mapping of the organic farmers
- Estimate the volumes
- Contract with farmers
- Access certification requirements
- Identify the supporting actors on ground and their contribution
- Identify the pro-active farmers.

Update from Duncan, OACK

Duncan updated everyone on the engagement with their farmers on the trainings on organic farming and promised to work with other stakeholders to support farmers on progressive organic farming to meet all the practices and safe standards.

Min 14/ OFEBG/15-01-2021 Certification

Certification is important in organic marketing and stakeholders engaged on what certification process is relevant.

Inputs from James Mureithi from control union

Certification focuses more on the process of how the product is grown in an organic way. The process is from production until it reaches the consumer.

There is individual and group certification (ICS for export and PGS for local market),

Export certification is governed by the target market region and who uses the certification standards.

Examples of certificates are:

1. East Africa organic production standards (kilimo hai)
2. EU834/2007 and EU889/2002 (European union organics)
3. National organic programme (NOP)
4. Japanese agricultural standards (JAS)
5. China organic standards (COS)

EU is the largest with 28 member states followed by EAOPS (Kilimo Hai) with 6 members.

NOP is for northern America but acceptable with Canada also known as USDA-NOP.

Min 15/ OFEBG/15-01-2021 Question and Reactions

What is the prospects for the avocado market?

There is huge market for organic avocado from Kenya. Currently the market share for Olivado EPZ is as follows.

- a. United states – 40%

- b. Europe – 30%
- c. Rest of the world – 20%

Olivado EPZ mentioned that Africa and Asia demand in organic avocado is getting high and will be above USA and Europe. 20% of avocado in the global market is organic and the demand is getting higher.

How do Olivado deal with farmers?

They contract farmers directly and not groups.

They have individual trace number and GPRS

They do certification on behalf of the farmers and the contract is signed

Have field team who visit farmers twice a month to guarantee that the farmers adhere to the guidelines

They offer trainings for growth and certification.

They do harvesting on behalf of the farmers.

They offer transport for proper handling and hygiene standards.

There is a premium for the products.

Who prepares farmers for certification?

In the case the farmers are contracted by Olivado then the company prepares the farmers for certification. They also cover the certification cost on behalf of the farmers.

Where do you sell?

Their products are sold to 33 countries across the world.

What are other opportunities?

There is increasing demand for fresh organic avocados and avocados oils both for local consumption and export.

What are the mitigations to challenges facing farmers in Organic avocado production?

OACK is working with farmers on trainings on preparations and use of bio-pesticides and Bio-fertilizers to increase production and have healthy and safe products for consumption.

They added that markets linkages will motivate farmers to better production.

Min 16/ OFEBG/15-01-2021 Way Forward

There was a breakup meeting for Olivado and farmers to discuss on business engagement.

An agreement was met that farmers and Olivado EPZ will meet with farmers groups to forge a way ahead. The two meeting dates will be communicated upon the confirmation of the availability of the co-ordination team.

Min 17/ OFEBG/15-01-2021 A.O.B

HERMES and control union representatives valued the PMCA process and said it's the way to go for future market by involving all the stakeholders other than initiating the pact between the stakeholders. They also pledged to participate on the process especially in increasing consumer awareness.

Min 18/ OFEBG/15-01-2021 Adjournment

Meeting ended with a word of prayer by Clement Rurinja at 14:30pm E.A.T.

Complied by

Lawrence GITONGA (Facilitator)